

**A**

**REQUEST FOR INFORMATION (RFI)**

**For:**

**Web Content Management System Tool**

**RFI #1734 DES-JF**

Issued by:

THE STATE of WISCONSIN  
DEPARTMENT of HEALTH SERVICES

January 19, 2012

Responses are requested by  
February 16, 2012

For further information regarding this  
RFI contact Angela Redington at (608) 266-9613

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# 1. INTRODUCTION and PURPOSE

## 1.1 Purpose of the Request for Information

The State of Wisconsin, as represented by its Department of Health Services (DHS), intends to use the results of this process to assist in planning its approach to a project that will result in a new website management technology and internet website design for the department.

**This is not a request for bid. No purchases will be made on the basis of responses to this Request for Information (RFI).**

The results of this information gathering process may be used by the State to create and issue a Request for Bids or Request for Proposals that may result in the issuance of State contract(s).

## 1.2 Scope

The scope of this RFI is to gather information on the Web content management systems.

**There is no intent to purchase any equipment, software, or services at this time as a result of this RFI, but only to review and to make recommendations to DHS management as to the future direction of the Department and whether such a system is cost-effective.**

DHS is an umbrella human service agency headed by a cabinet-level Secretary. DHS has responsibility for a wide range of human services program areas. Further information on departmental services and organization charts can be found on the DHS website, located at <http://dhs.wisconsin.gov/>.

## 1.3 Definitions and Acronyms

The following definitions are used throughout the RFI:

Agency means the Wisconsin Department of Health Services.

DHS means the Department of Health Services of the State of Wisconsin

State means the State of Wisconsin.

Web CMS means Web based content management system.

## **2. PROCEDURE and INSTRUCTIONS**

### **2.1 Method and Response**

Vendors should submit three (3) original copies and one electronic copy of all materials by date specified in § 2.2 to:

Angela Redington  
Web Communications Manager  
WI Department of Health Services  
PO Box 7850  
Madison, WI 53707-7850  
Phone: (608) 266-9613  
[angela.redington@dhs.wi.gov](mailto:angela.redington@dhs.wi.gov)

DHS recognizes that vendors may include proprietary information and trade secrets in their responses. The Department will treat all responses with the same level of content security as afforded bid documents. Therefore, all documents must be packaged, sealed and show the following information on the outside of the package:

Vendor's Name and Address  
Request For Information Title  
Request For Information Number  
Request For Information Due Date

### **2.2 Calendar of Events**

Listed below are important dates and times by which actions related to this RFI must be completed. In the event that the State finds it necessary to change any of these dates and times it will do so by issuing a supplement to this RFI.

<b>EVENT</b>	<b>DATE</b>
RFI Published	January 19, 2012
Written questions due from vendors	January 27, 2012
Answers to questions posted to VendorNet	February 1, 2012
Responses requested from vendors due by:	February 16, 2012

### **2.3 Format of Response**

Vendors responding to this RFI should comply with the following requirements:

(a) TAB 1 - VENDOR DATA SHEET/REFERENCE DATA SHEET:

Include here the Vendor Data Sheet (Attachment A) and the Reference Data Sheet (Attachment B) that have been included in this RFI. Each vendor is asked to furnish a

list of a minimum of one (1) reference that will be capable of verifying information supplied by the vendor in his or her response. Vendors may submit additional Reference Data Sheet forms. Include here the Designation of Confidential and Proprietary information (Attachment C) if vendor chooses to complete the form.

The State reserves the right to contact and/or visit any party listed as a reference, which has previously utilized or is presently utilizing products(s) and/or services(s) identical or similar to those being proposed by the vendor. It may also utilize other sources of information about the product(s) and/or service(s) proposed by the vendor where these sources are publicly available and are equally available for all competing vendors.

(b) Tab 2 - MANAGEMENT SUMMARY:

Provide a narrative summary of the information being submitted. This summary should identify all product(s) and/or service(s) that are being discussed in the response. A brief description of the vendor's organization and its history should also be included.

(c) Tab 3 - RESPONSE TO REQUIREMENTS:

Provide a description of the proposed solution as defined in the high-level requirements listed in § 5 Objectives. Answers should reference information on the current situation, as described in § 3 Background, and on the desired future state, as described in § 4 Vision.

The structure of this RFI is deliberately high-level, with the State describing its current situation and future vision in expectation of receiving a variety of possible solutions. While the RFI does not contain a list of specific and detailed requirements, vendors are encouraged to add in specifics for proposed solutions.

(d) Tab 4 - ADDITIONAL INFORMATION:

Include additional information which will be essential to an understanding of the response. This might include diagrams, excerpts from manuals or other explanatory documentation, which would clarify and/or substantiate the response. Any material included here should be referenced elsewhere in the document.

(e) Tab 5 - COST INFORMATION (optional):

Cost information on the product(s) and/or service(s) included in this RFI is requested by not required. The purpose of this cost information is to provide the State with an idea of how it would cost to implement the proposed solution. List prices and estimated State discounts (if available) are satisfactory. Include costs related to software licensing, maintenance, hardware, implementation, conversion, documentation and training. Refer to § 6 Cost Information for more detail.

## **2.4 Demonstrations**

DHS recognizes the cost and time commitment incurred by vendors in providing demonstrations of their products. Demonstrations are not specifically requested as a response to this RFI. DHS may determine that it is desirable to view a demonstration of

some products and may contact vendors at a later date to request a demonstration. Recognizing this is a Request for Information, vendors will not be penalized if demonstrations cannot be provided.

## **2.5 Incurring Costs**

The State of Wisconsin is not liable for any cost incurred by the vendor in response to this RFI.

## **2.6 Questions**

All questions must be in writing and directed to Angela Redington (see § 2.1).

Note: e-mail is the only method for submitting questions.

In the event that it becomes necessary to provide additional clarifying data or information, or to revise any part of this RFI, supplements or revisions will be provided to all recipients of this initial RFI.

## **3. CURRENT STATE - BACKGROUND**

The DHS website <http://www.dhs.wisconsin.gov/> is hosted by the State of Wisconsin and managed with FrontPage versions 2000 and 2003. There are approximately 77,000 files on the site, and the total size (counting production and non-production environments) is 13.4GB. The website has a mix of content types; there are links to external websites, pdf documents, webcasts, spreadsheets, MS word documents, along with many static content pages.

Website governance is applied both for style and content. Style management is overseen by the DHS Web Services area, which has created standards and templates to ensure the website maintains a similar look and feel across all pages, and that applicable standards, such as accessibility, are met by every page. DHS program areas have assigned the role of “content creator” to approximately 180 internal staff responsible for maintaining a web presence for their program area. Content creators receive in-house training on FrontPage and DHS standards.

Content management is ensured through a hierarchical system of reviews and approvals. Content creators must submit all proposed web content, including updates to existing web pages and social media (e.g., tweets), to divisional level reviewers for approval. Final approval from the Secretary’s Office is needed before the DHS production website or social media is updated. There is currently one dozen staff across DHS who are involved in this review and approval process.

## **4. FUTURE STATE – VISION**

The new DHS website will be created using a Web Content Management System (CMS) that will support:

- content lifecycle;

- content review/approval workflow;
- on-demand and scheduled deployments;
- page rendering;
- content syndication;
- templating;
- Section 508-compliant both for those using the product while working on the site and those consuming the content;
- limit permissions for content contributors;

DHS will use this Web CMS to establish:

- navigation paths, taxonomy, and subject architecture;
- Web-based distributed authoring and versioning;
- content life cycle controls (i.e. "sunsetting" content);
- a new site design.

These decisions will be documented and also reflected in the creation of templates for use by DHS staff assigned the role of Content Contributor.

Final product would provide adequate and clear documentation reviewing the process of putting the site together as well as instructions for maintaining the CMS at an optimum level based on our unique needs. Guidance/supply of training materials and a course curriculum for 200 employees to learn the system as developers and contributors will also be needed. This training will be created by DHS training staff who received "train the trainer" instruction from the vendor.

## 5. OBJECTIVES

DHS is currently in the initial planning phase of a project to replace its current website. This will be a large, multi-phase project encompassing many decisions and components. The first major decision needed is what Web content management system should be adopted, including deciding if that Web CMS should be commercial or open source.

The goal of this RFI is to gather information on different web content management tools. At this point in time DHS has not decided whether to go with a commercial or an open source CMS, nor has a decision been made regarding any specific tools in either realm.

Specific questions that DHS would like to see addressed in the RFI response are:

- 1) Provide basic information on the Web CMS you represent including:
  - How long has it been on market
  - Is it open-source or commercial;
  - What is its market share;
  - Other information as deemed pertinent.
- 2) Provide information on how your Web CMS will help DHS to meet the specific needs as stated in § 4 Future State – Vision.

- 3) Provide examples of websites created using your CMS. DHS is especially interested in websites from governmental organizations, and/or websites from large organizations with diverse products and services.
- 4) Describe the different kinds of licenses available to users of your Web CMS. Specify if these licenses contain any restrictions on use of the source code. Describe how you would work with DHS to determine the right type of licensing for our organization.
- 5) Provide information on how upgrades and support for the Web CMS source code is managed. Is this vendor provided? The responsibility of the end user community? What options are there for the end user community to provide input to new versions of the Web CMS.
- 6) Discuss the 3<sup>rd</sup> party market for support of your Web CMS. What is size of this market, how closely aligned is it with developers, and what kind of certifications for partners exists.
- 7) Finally, provide us with a compelling argument for why your Web CMS would be the best choice for DHS.

## **6. COST INFORMATION**

Vendors are asked to (optionally) submit current cost and licensing information for systems and components referenced in their response to this RFI. Response should include but not be limited to:

- ... Software module cost
- ... Services and staff costs
- ... Hardware and software costs
- ... Total cost of ownership estimates
- ... Licensing costs



## ATTACHMENT A

**RFI # 1734-DES-JF**

### VENDOR DATA SHEET

This form must be completed and submitted with each response to this solicitation document. This form is intended to provide the State with information on the vendor's name and address, and the specific persons who are responsible for preparation of the vendor's response. Each vendor must also designate a specific contact person who will be responsible for responding to the State if any clarification of the vendor's response should become necessary.

**Vendor Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Prepared By:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**E-mail Address:** \_\_\_\_\_

## ATTACHMENT B

**RFI # 1734-DES-JF**

### REFERENCE DATA SHEET

FOR VENDOR: \_\_\_\_\_

Provide at least one (1) reference including company name, address, contact person, telephone number, and appropriate information on the product(s) and/or service(s) used for client installation with usage and requirements similar to those included in this solicitation document. If vendor is proposing any arrangement involving a third party, the named references should also be involved in a similar arrangement.

Company Name: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip+4: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone No.: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Product(s) and/or Service(s) Used: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## ATTACHMENT C

**RFI # 1734-DES-JF**

### DESIGNATION OF CONFIDENTIAL AND PROPRIETARY INFORMATION

STATE OF WISCONSIN  
DOA-3027 N(R05/94)  
(Amended by DHS for RFI)

The attached material submitted in response to Request for Information (RFI) includes proprietary and confidential information which qualifies as a trade secret, as provided in Section 19.36(5), Wis. Statutes, or is otherwise material that can be kept confidential under the Wisconsin Open Records Law. As such, we ask that certain pages, as indicated below, of this RFI response be treated as confidential material and not be released without our written approval.

### **Prices always become public information when RFIs are opened and, therefore, cannot be kept confidential.**

Other information cannot be kept confidential unless it is a trade secret. Trade secret is defined in Section 134.90(1)(c), Wis. Statutes, as follows: "Trade secret" means information, including a formula, pattern, compilation, program, device, method, technique or process to which all of the following apply: 1. The information derives independent economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by, other persons who can obtain economic value from its disclosure or use. 2. The information is the subject of efforts to maintain its secrecy that are reasonable under the circumstances.

We request that the following pages not be released:

Section	Page #	Topic

IN THE EVENT THE DESIGNATION OF CONFIDENTIALITY OF THIS INFORMATION IS CHALLENGED, THE UNDERSIGNED HEREBY AGREES TO PROVIDE LEGAL COUNSEL OR OTHER NECESSARY ASSISTANCE TO DEFEND THE DESIGNATION OF CONFIDENTIALITY.

Failure to include this form in the RFI response may mean that all information provided as part of the RFI response will be open to examination and copying. The state considers other markings of confidential in the RFI document to be insufficient. The undersigned agrees to hold the state harmless for any damages arising out of the release of any materials unless they are specifically identified above.

Company Name: \_\_\_\_\_

Authorized Representative: \_\_\_\_\_  
Signature

Authorized Representative: \_\_\_\_\_  
Printed

Date: \_\_\_\_\_